



Corona Flashsurvey #3

Tokyo | June 2020



 PartnerForBusiness

Key findings

As a result of corona, of the surveyed companies ...

68%

confirm a **decrease in demand** for products/services

50%

expect a **loss in revenue** between 10-50%

52%

take the **opportunity to invest in the digitalization** of their company **while mitigating** losses in sales through **cost saving measures**



only
6%

have applied for the financial support packages

82%

hope that **Japan takes advantage** to **digitalize** processes in **bureaucracy (e-government)**

68%

plan a **change** in their **working model** in order to **get more flexible**

45%

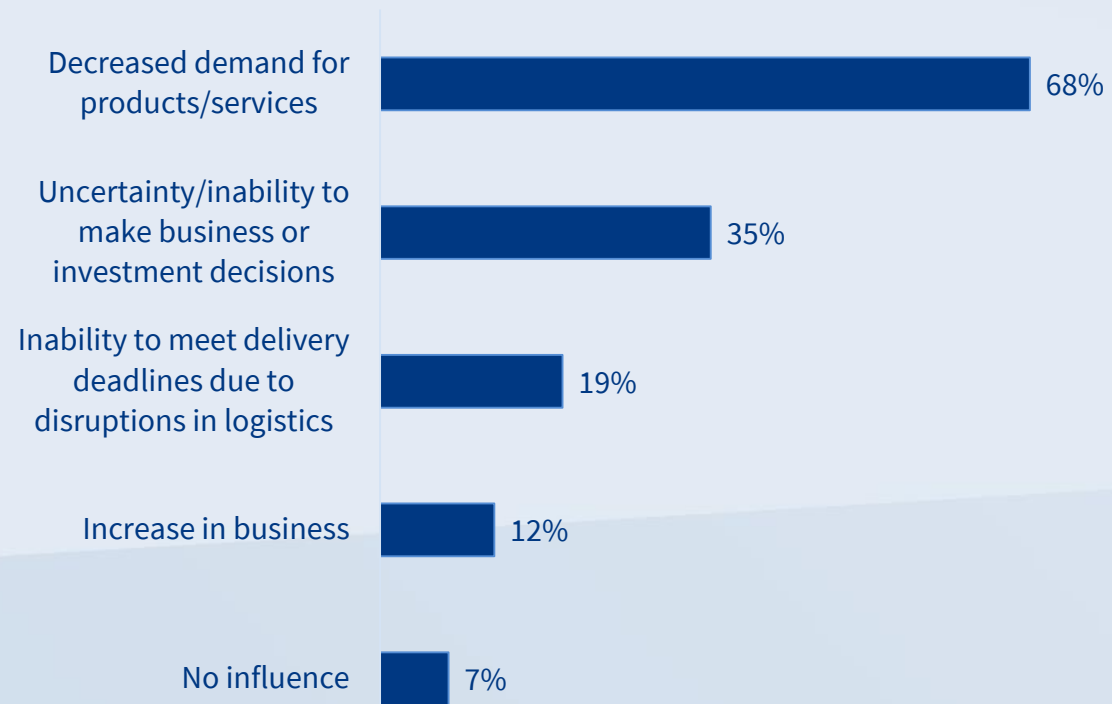
expect a **U-shape recovery**

43%

anticipate the **recovery** in Japan to reach its pre-crisis level only **after summer 2021**, and **37% between January – March 2021**

Influence of the coronavirus on business activities

Influence of the coronavirus on companies' business activities in Japan

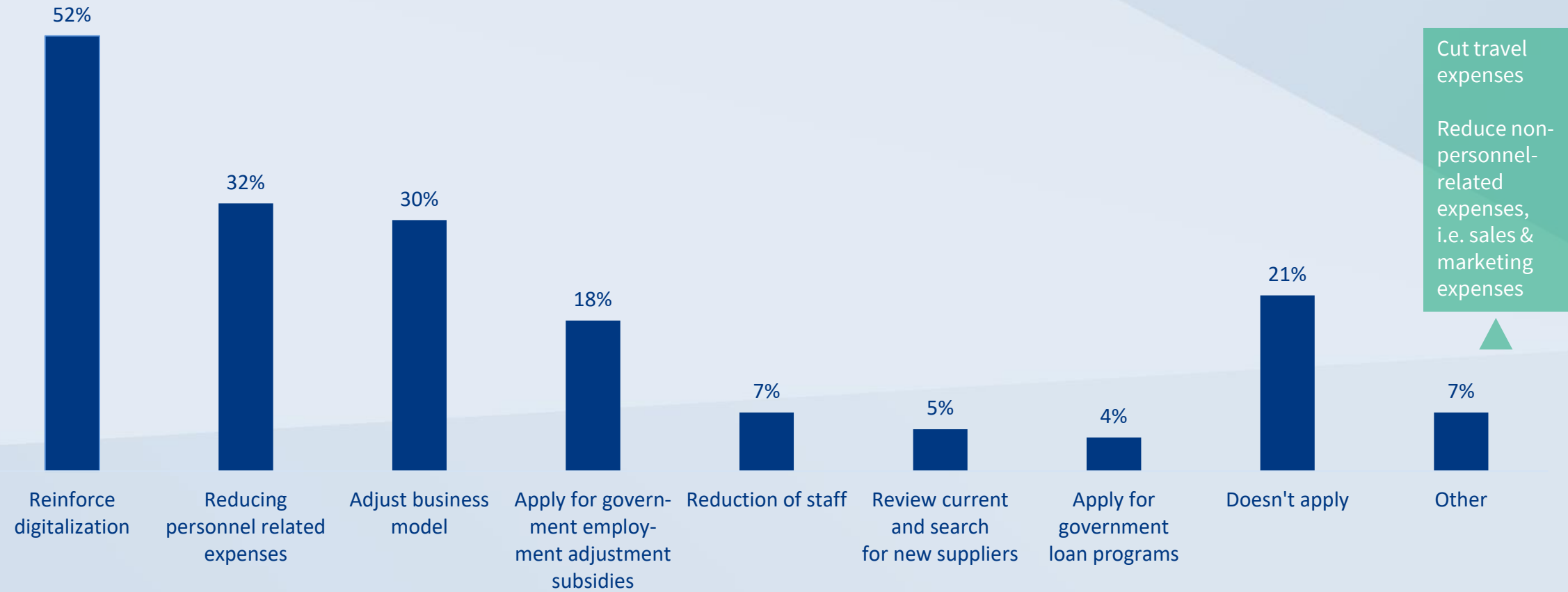


Influence of the coronavirus on revenues until the end of the year



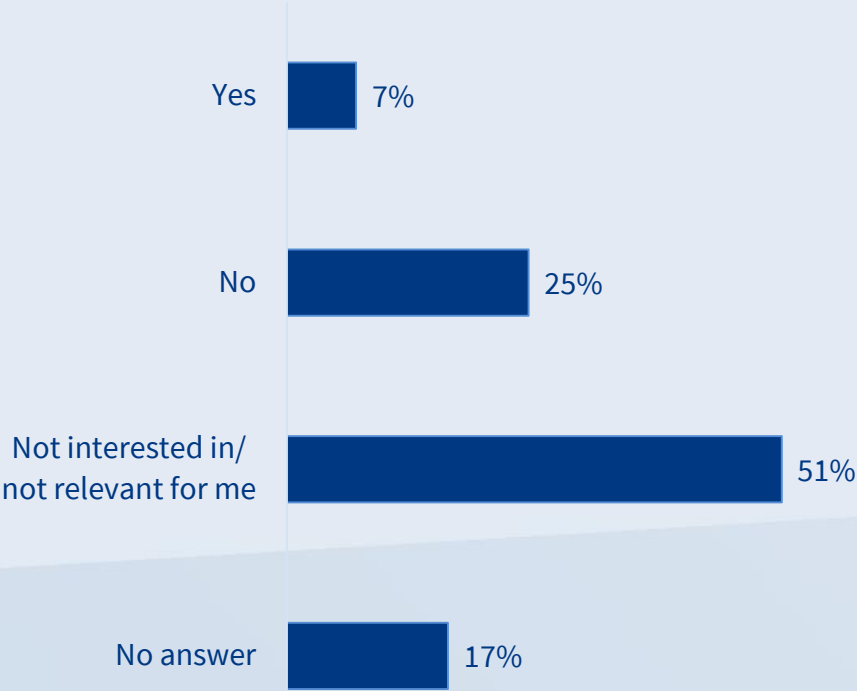
Reinforce digitalization while reducing cost

Measures introduced by the surveyed companies to mitigate decreasing business and revenue



Government support progams of limited interest

Do the financial support packages offered by the Japanese government meet your expectations?

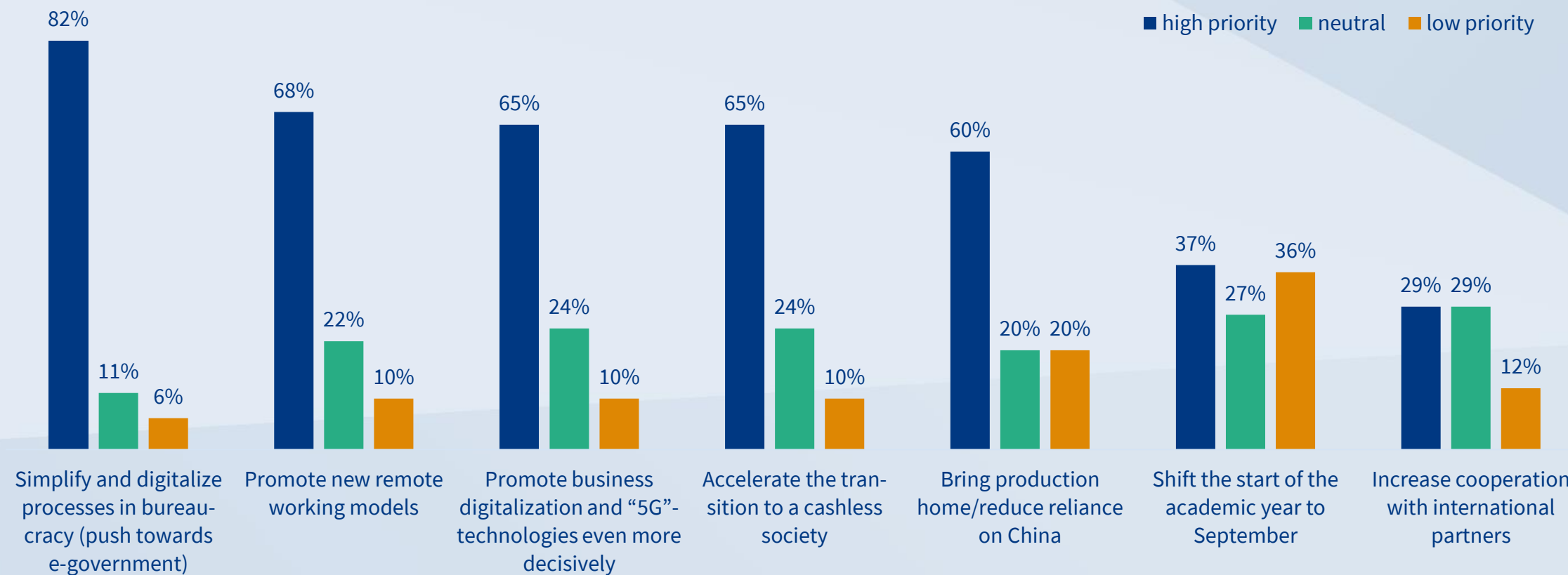


Is your company going to apply for these support packages?



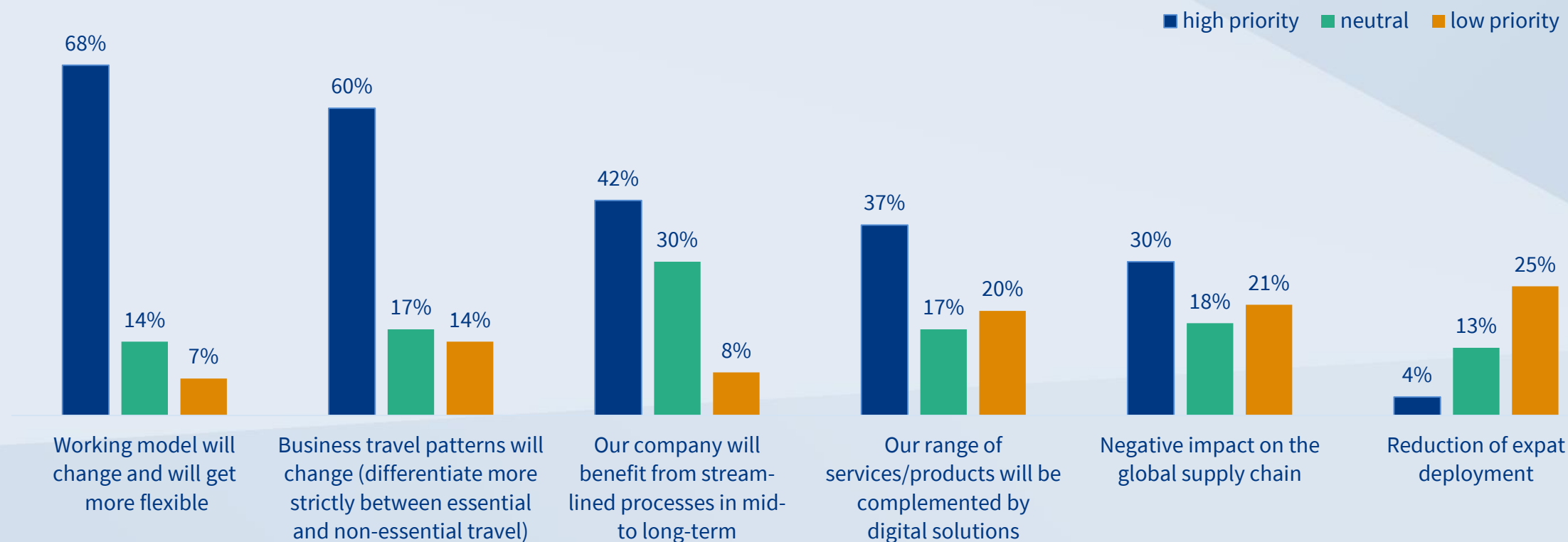
TOP 7 future perspectives for Japan

Areas which Japan should take advantage of the corona crisis as seen by the surveyed companies



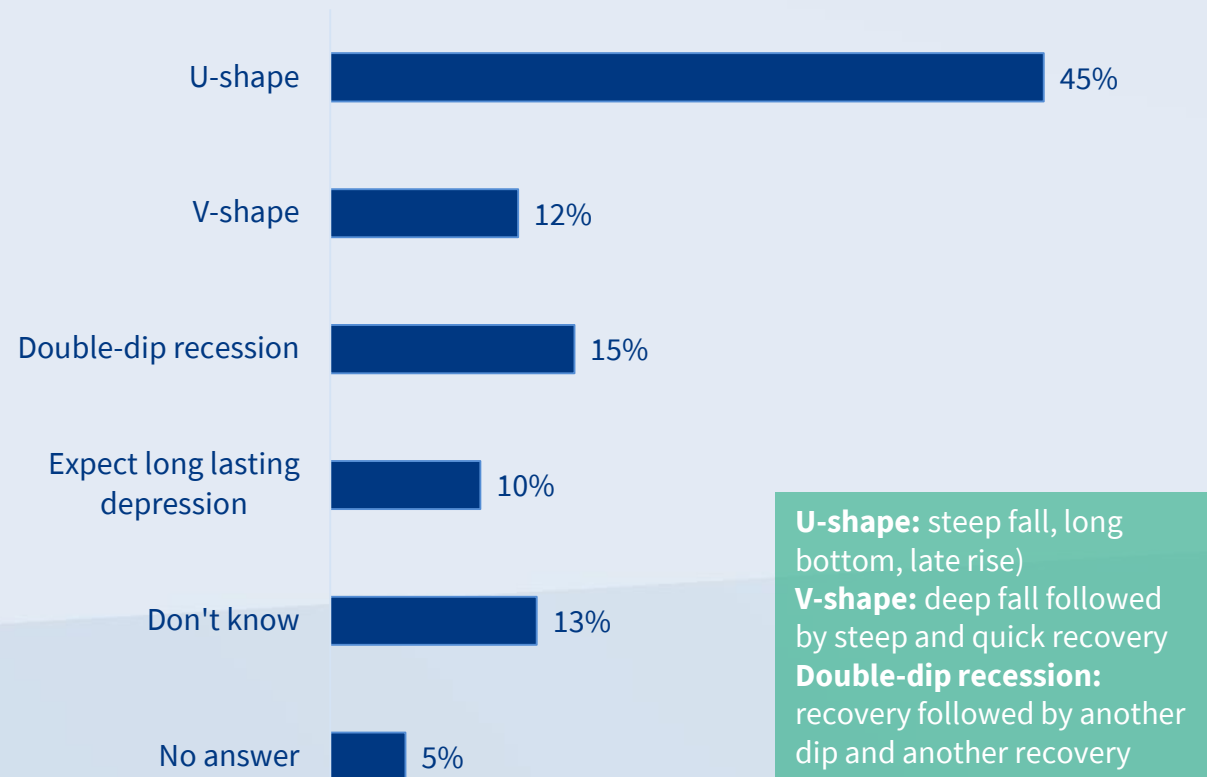
TOP 6 future perspectives for German Business in Japan

Areas which German companies will take advantage of the corona crisis

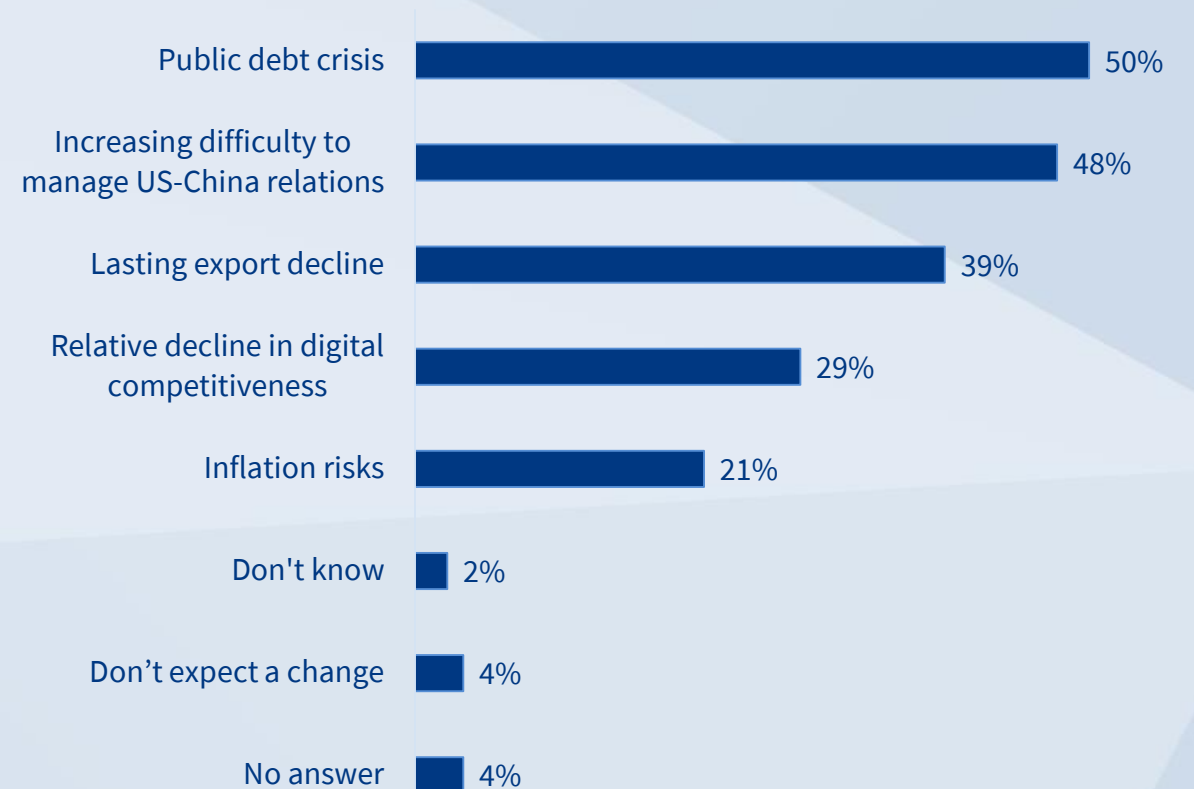


U-shape recovery and risks for Japan

What kind of recovery do you anticipate in Japan?

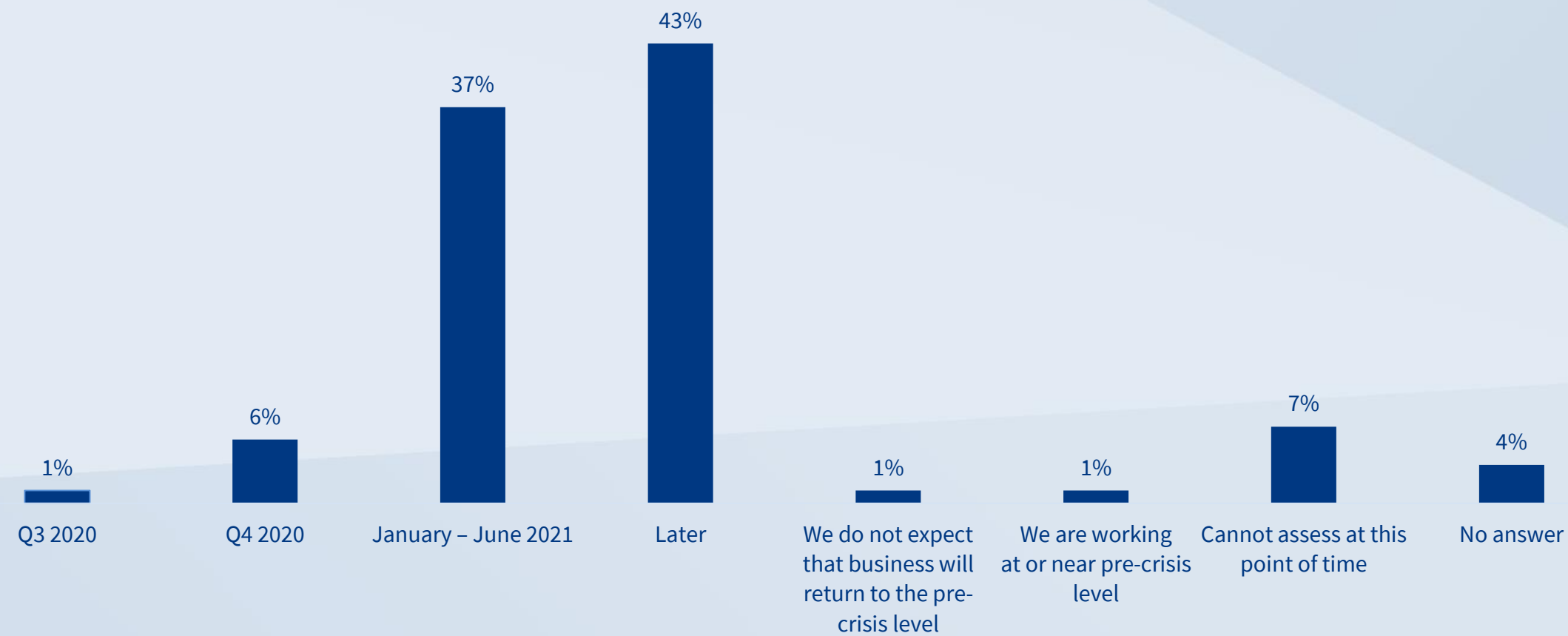


What are the main risks for Japan?



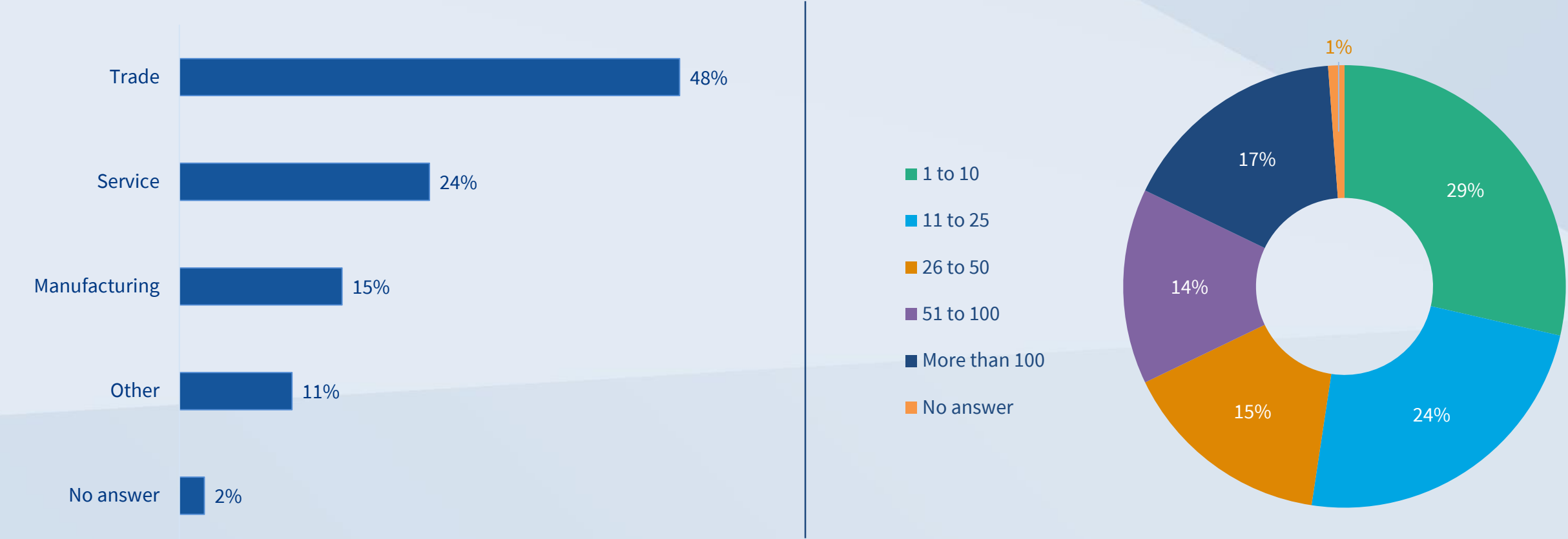
Long breath required until recovery

When do you expect the recovery in Japan to reach its pre-crisis level?



Profile of the companies surveyed

No. of German companies in Japan surveyed: 383 | Response rate: 22%



Thoughts

” German companies in Japan need staying power until a complete recovery. The pre-crisis level is unlikely to be reached until after summer 2021.



Marcus Schürmann
Delegate of German Industry and Commerce in
Japan | CEO AHK Japan | mschuermann@dihkj.or.jp

” In spite of this crisis, many companies invest in digitization and rely on flexibility.

Three Pillars

German Foreign Trade Promotion



AHK One Institution – Three Functions



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	Lithuania	Slovenia	

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German Chamber of Commerce and Industry in Japan (AHK Japan)
KS Sanbancho Bldg. 5F., Sanbancho 2-4, Chiyoda-ku, Tokyo 102-0075, Japan
info@dihkj.or.jp | www.japan.ahk.de

